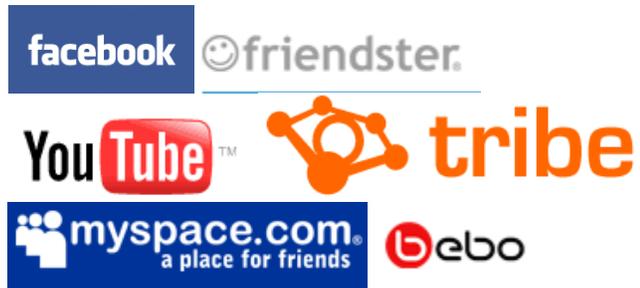


Life Online Before...



1985 -1999

Online Community in the Pioneer Days



U.S. \$49.95

The Internet was a Wild West frontier prior to 2000. This is a firsthand account of an online community pioneer!

Don Philabaum

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A virtual community, e-community, or online community is a group of people that primarily interact via communication media such as letters, telephone, email, or Usenet rather than face to face. If the mechanism is a computer network, it is called an *online community*.

Wikipedia.org

Online Communities in the Pioneer Days!

"The fellow that can only see a week ahead is always the popular fellow, for he is looking with the crowd. But the one that can see years ahead, he has a telescope but he can't make anybody believe that he has it."

Will Rogers (1879-1935).



The early roots of online community

The concept of an online community is fairly new to most people although online communities are over twenty years old!

Contrary to most consumers' impressions, MySpace and Facebook (both with a combined registered user's base exceeding 250 million users) were not the first online communities.

In order to understand the origins of online communities, let's take a quick look at the major events that happened that created the environment for online communities to flourish.

The first and most important event was the creation of ARPA.

1968 The ARPA (Advanced Research Project Agency) project was designed to create a network of computers that could provide continuous communication in the event of a nuclear attack. The following year, the first ARPANET node was installed at UCLA and later at Stanford and the University of Utah

- 1973** Apple Computer, founded on April Fools' Day, introduces a personal computer
- 1981** IBM introduces their personal computer in 1981
- 1983** The Domain Name System was adopted. (.com, .edu, gov, .mil, org, .net and int.)
The first registered domain – Symbolic.com in 1985
- 1985** The Well, a dial-up online bulletin board community is introduced
- 1990** ARPAnet is discontinued and Tim Berner-Lee creates the World Wide Web
- 1991** Control Video Corporation reorganizes into a firm called America Online (AOL)
- 1993** Mosaic Web browser is developed by Marc Andreessen at University of Illinois
Champaign-Urbana
- 1993-1996** Web based online communities using the Mosaic browser are created
tripod.com, geocities.com, theglobe.com, toptown.com
- 1995** Bill Gates issues a December 1st Internet Tidal Wave memo to all Microsoft
employees telling them how the Internet was going to change the landscape of
computing

Phone Dial-up Bulletin Board Online Communities

The early online websites were reached by dialing a specific phone number and gaining access to the computers that housed the online communities.

One of the more popular early online communities was created by Stewart Brand and Larry Brilliant in 1985. They called it “The Whole Earth 'Lectronic Link,” or as it became known – The Well. The Well was housed on a small server in Sausalito, California.

While coffee houses were the place that intellectual discussions occurred in the late 50's and early 60's, The Well became the place of intellectual discussion and dialogue in the mid 1980's. This was a time when many in America were dressing in polyester shirts and pants at disco clubs around the country. Dressed in a fashion that the current generation (or for that matter, those who participated) might regard as humorous today, the majority of young America danced until dawn.

The Well participants represented a new generation of people who were becoming addicted to the ability to anonymously communicate with hundreds of people simultaneously. They were participating in a bold new experiment that enabled them to communicate across space and time 24/7 without ever meeting each other. They used

their fingers to share their thoughts and express their commitments, passions, intellects and wits in rapid-fire digital signals.

Bulletin board online communities like The Well offered a new way to engage and involve others. Participants found it exciting to expand their circle of friends through electronic dialogue. Nearly all were drawn by the fact that their thoughts and positions on issues were out there for everyone to react to. Some of the more focused members' lives began to change as the online community began to look to them for leadership on ideas and in discussions.

Many found liberation in being able to develop strong relationships across gender lines. Men became more understanding, women became more intellectual and all were equal. Most importantly; however, participants began to realize that regardless of their size, shape, color, and/or appearance -- they looked at each other as equals.

This truly was an experiment that proved that all men and women were created equal. Howard Rheingold, later coined the phrase that began to define this phenomenon as a virtual community in the book he published in 2000, *The Virtual Community*.

The Well was influential in showing the combination of personal computers accessing servers by dial-up services could bring people together. A whole series of better funded projects were testing this and other techniques to take advantage of this new trend.

Genie, CompuServe, Prodigy and AOL

In the late 1980's, I subscribed to a service called Genie that provided access to a wealth of online news and information. Genie gave me the first glimpse of what a world connected by phone modems would be like. Revenue was generated by a subscription fee and an hourly fee.

CompuServe was founded in 1969 in Columbus, Ohio. By the mid -1980's CompuServe became one of the largest information and networking services companies in the world. It also became the largest consumer information service in the world. It had the most experience of any online community provider, but its community consisted of a small group of IT users. CompuServe's software and services did not connect with consumers at large.

Prodigy, having been funded by IBM and Sears (some say to the tune of \$1 billion dollars), was focused on consumers needs. The Prodigy website provided a wide range of consumer services including; news, weather, shopping, bulletin boards, games, polls, expert columns, banking, stocks, travel, and a variety of other features. An early pioneer of online communities, Prodigy created a Content Department whose responsibility was for creating and developing different Content Areas for specific topics. Each area had a "Prodigy Producer" assigned to it who contracted with subscribers to assist in running the individual communities. The individual communities consisted of a website, a chat tool with different rooms, and a bulletin board.

AOL grew out of firm called Control Video Corporation, an online subscription game website designed for Atari users. With the advent of the Internet, AOL recognized they could expand their customer base by offering online chat rooms that were more asynchronous. Chat Rooms allowed a large group of people with similar interests to come together and hold conversations in real time in private rooms, conference rooms, and auditoriums. By 1995, when I founded my Internet online community company, AOL had 30 million registered users. AOL launched one of the most aggressive marketing campaigns in history by mailing millions of AOL startup disks to homes and distributing them in magazines and at checkout counters.

You might say each of these organizations were really the true “pioneers” of online communities. They had the right vision, but in most cases, they were too early or they misunderstood the consumer market. While each of these companies had a tremendous amount of experience, resources, and time to build online companies, and appeared they would be the leaders in a new emerging industry, a number of entrepreneurial firms were creating consumer oriented sites that took advantage of the Mosaic browser.

Online Communities Proved to be Goldmines

GeoCities was among the first online community that grew up on the web. In those days, the user still had to access the Internet via an Internet service provider, but once they were on, they were able to access thousands of different sites. GeoCities was founded in 1994 by David Bohnett as an online community that provided different virtual neighborhoods users could settle in. It originally started with six neighborhoods and eventually expanded to include forty-one different neighborhoods. Users had the choice of locating their home page in a high rent neighborhood or in a rougher neighborhood.

The company went public in 1996 and was acquired by Yahoo in 1999 for over 3 billion dollars when GeoCities had ONLY 4.2 million users. Needless to say, the dot com boom

had officially taken off!  It's interesting to note that MySpace, with over 50 million registered users, was bought by News Corporation for only \$585 million in 2006.

Another very popular online community in the early days was Tripod. Tripod was formed by Bo Peabody, a Williams College student in 1992. Bo felt colleges were doing a poor job at helping students and graduates prepare for the real world and wanted to create a site that would provide practical tools and information. The tool they originally created was an HTML resume builder that would enable students to post resume information online. As with any new service, the public saw a different use of their website and the firm shifted their focus to providing a home page builder. In 1998, a privately held firm, Lycos, purchased the organization and still operates it today.

TheGlobe.com was founded by two Cornell University students on April 1st, 1995 by Stephan Pasternot and Todd Krizelman. They created an online community that enabled

people to create discussions around topics or interests. By the time they graduated two years later, the Apple community was among its largest discussion groups. Over the next few years, they raised over 20 million dollars, acquired 7.5 million users, and positioned the company to go public on the 13th of November, 1998.

The media hype and excitement created by an Internet online company valued at \$9 per share that hit an opening day high of \$97 a share, caught the attention of anyone who was investing in the stock market. The love affair of Internet stocks took on a new high that day. Ironically, a company that was founded on April Fools' Day, that went public on Friday the 13th, represented the beginning of the end for companies who were interested in going public. There was a short window of about eighteen months where a rash of new companies went public only to find their stocks drop by as much as 90 percent with the corrections occurred on Friday April 14th 2000. On that day the market saw stocks drop over 2 trillion dollars. Bill Gates saw his stock drop 30 billion dollars in just one day.

My introduction to Online Communities

All of this provided the frame work for my eventual participation in online community. I was participating in online bulletin boards and the emerging online communities. I loved technology and was drawn into the possibilities online communication could provide.

However I didn't see how I could make a business out of it.

At the time, the company I founded photographed graduates as they received their diploma on graduation day. We were among a select few in the country that pioneered the concept of photographing graduates as they received their diploma and then sending a free proof of their photograph to their parents. It was a great business. What parent wouldn't want a photograph of their son or daughter receiving a diploma after investing upwards of \$100,000 in their education!

By 1994, my teams of photographers were photographing nearly 200,000 graduates each year at 550 graduation ceremonies. In order to track the orders, we developed software and had dozens of computers available to track the orders at various production points. The business was fairly mature and I was looking for new challenges. About this time, AOL.com had about 3,000,000 members and I couldn't shake a burning desire to find a way to enter this emerging industry. I started reading every book I could find about the Internet. I got up early in the morning to surf websites, joined online communities, and slowly, I began narrowing down what I wanted to do.

During the summer of 1995, my family and I moved to Telluride, Colorado, where my wife and I were married seven years before. (The mountain scene on the cover of this whitepaper is in Telluride).

I loved the mountains and Telluride was in the beginning days of a major growth period. It was an inspirational place to “drop out” and figure out what part of cyberspace I wanted to build my company on. The Internet was frequently called the Wild West and the firms that were being created were referred to as pioneers. There was a time Telluride represented both of those terms.

While my family and I waited for a home to become available, we lived in a loft above a store in downtown Telluride. My office desk was made out of the door of the bedroom I used as my office.

Within the month, I had developed a forty page business plan. The plan called for establishing online communities for:

- Businesses
- Students
- Parents
- Grocery stores
- Franchisers
- Coffee shops
- Corporations
- Membership organizations
- Non Profits
- Newspapers
- Magazines
- TV and radio stations

Knowing my focus was on developing online communities, I promptly registered the URL's onlinecommunity.com & onlinecommunities.com

Without much fanfare on a typical bright blue and warm Saturday morning in August 1995, we opened for business. Knowing my focus was on developing online communities, I registered the URL's onlinecommunity.com and onlinecommunities.com

Actually, there wasn't any organization that I didn't honestly believe would benefit from an online community. In the early spring of 1996, I was flying back from the corporate office of my photography firm when I met the owner of three funeral homes in Charleston, South Carolina. The owner was on his way to Telluride to go fly fishing with a vendor he did business with. After listening to him talk about his industry and his kids possibly taking over his business, I couldn't resist suggesting that he offer his clients an online community where they could remember those who passed on.

As our nineteen passenger jet began to slowly descend just west of Mt. Wilson, I could tell he was becoming disinterested in the idea and concept. I followed up later with a letter to him and a general outline of how he could better serve his clients and generate more revenue. Then I followed up on his advice to contact the largest funeral home company in the world, located in Texas. It didn't take long for me to realize that this idea was way ahead of its time so I didn't put any additional effort into it.

Entrepreneur Online Communities

I've been fortunate to have in my life a number of mentors who have gone out of their way to nurture, push and guide me along the way. One of them was Willis Wolf who was an early pioneer in the electronics industry. Willis helped increase my understanding of business and being entrepreneurial.

In the early days of the company, we were launching a variety of online communities in an attempt to find an audience.

One of the very first projects I tested was a concept called Startyourownbusiness.com. The site was designed to provide students at colleges with their own online business. I envisioned them selling CD's, handling email inquiries, and other customer service issues for companies, providing translation services, and more. We provided a free home page and online tools and required them to create a business plan and the results we could share with others. I did a great deal of marketing in the later part of 1996 to get business schools excited. When that failed to gain momentum, I issued press releases and gained a few interviews including one with Paula Zahn of CNNfn!

Time to set up shop on the web

by SHAWNTELLE MADISON (Daily Staff Writer)

Issue date: 11/14/96 Section: Undefined Section

Print Email DoubleClick Any Word

Page 1 of 1

Iowa State students looking for a new way to pay off their bills may look into starting a new business via the Internet.

With the assistance of the Internet Association Corporation (IAC), students can use the Start Your Own Business web page to learn how to create a web page-based business.

"The Start Your Own Business and the Student Business Emporium provide the software tools and the marketing support for students to run profitable businesses on the Internet from their dorm rooms," said Don Philabaum, the CEO of IAC in a press release.

I hadn't thought about Pornography Online Communities!

Another online community we started right away was a community that provided free home pages for whoever was interested in starting one. We called it Toptown.com.



I asked our chief programmer at the time, Steve Zohn, to create a community where people could connect with others. The goal was to offer a more graphical community than The Well and a more personalized community than AOL.

Anyone who was interested could create their own home page and connect with others. At the time, we had an old reconditioned computer as the host of Toptown.com and used a simple DSL connection to connect us to the Internet. Within a couple of months of going live, we were receiving 500,000 hits a day. Our server was choking from the phenomenal hits we were getting, but we were ecstatic. We thought we had hit on something big!

After examining our traffic patterns, we discovered that the vast majority of visitors were coming to view three different home pages from users spread across Europe. The three users had placed pornographic photographs on their free home pages. This discovery caught us off guard! If you recall, from the list I provided prior to this, I had no intention of developing online communities focused on pornography!

Instead of becoming one of the first pornographic online communities, we notified the three users that we did not allow pornographic photographs on our website and deleted their information. The number of hits dropped to less than 50,000 per day, and our server use dropped significantly. We were all disappointed!

Given a little more time, we ended up building a community of 40,000 users which for 1996 was significant, but didn't get us enough traffic to attract advertising.

Studentaccess.com a college student online community

We didn't have the resources or connections at the time to get the attention of investors, so we decided to develop an online community within a niche. Because we had extensive experience working with colleges, we decided to focus on creating an online community for college students. In 1996, colleges were beginning to provide students with college assigned email addresses and we assumed students would be among the first users of online communities.

In hindsight, I should have held out and sold the name to them. In 1998, I was able to sell topmail.com to a Barcelona firm for \$85,000!

So we took the technology we used to create Toptown and modified it in order to create an online community for college students. The community, which we called StudentAccess.com, provided college students a free profile page, email address, and community building tools. Students were able to enter content and link to other websites. In the fall of 1996, we launched the website and waited for students to register.

Soon after we launched, I received a letter from lawyers representing Princeton Review, who indicated we were infringing on their copyright by using the name StudentAccess. They were requesting us to shut the site down and give them the URL www.studentaccess.com. It appeared that the attorneys for Princeton Review were trying to protect the intellectual rights and copyright for a series of books they had called, Student Access to Law School, Student Access to Medical School, etc.

We were floored!

Not only did we have hundreds of thousands of ads showing up on college campuses around the country, but we had spent a great deal of time and money developing the

concept. I hired an attorney to represent me and had weekly meetings to talk about strategies and issues. After a couple of months, I began to question if it was going to be worth long protracted litigation for something that the ongoing success had not yet been determined. If it had been financially successful, we could have afforded a prolonged debate and discussion on who had the rights to the domain www.studentaccess.com. But the reality was, it was not.

While the idea seemed sound, students were not as web savvy in 1996 as they are today, or for that matter, in 2003 when Facebook was introduced to the market. When marketing efforts failed to attract a large enough audience to support our student online community with advertising, we decided to throw in the towel. We gave the domain to Princeton Review and began to look for another place to use our emerging Internet expertise and technology. (In hindsight, I should have held out and sold the name to them. In 1998, I was able to sell www.topmail.com to a Barcelona firm for \$85,000!)

Our version of Facebook.com was 7 years too early

The “Top Series” of Online Communities

At the time we started working on Toptown.com we decided to continue developing online communities around the word Top. The idea was to brand a large number of communities as being the “top” or best in their area.

In early 1997 and 1998, it seemed like everyone was registering domain names (Internet web address names) like day traders - trade stocks. Everyone was registering domain names in anticipation of the next big website. It was the new “gold rush,” anyone could register for them and they were. Myself included! The domain naming business hit a feverish pitch in 1999 when the domain name Business.com was sold for 5 million dollars. (If you still want to get into this line of work, register a name you are interested in and register it at www.afternic.com. Sex.com sold in 2006 for 12 million dollars!

I envisioned a series of websites built around the “top” theme, so I purchased Topresume.com, Toplooks.com, Toplinks.com, Toptown.com, and Topmail.com. Our graphic design team and programmers began working on prototypes.

Topresume.com

In toying with an idea of using the web for resume posting and job listings, we created a site called Topresume.com. The idea of this site was for people to be able to post their resumes online. We envisioned a day when job hunters would post a video of themselves to share with prospective employers their achievements and successes. It seemed a natural for us because my photography company photographed 200,000 students per year, each who will need to get a job. We created a series of flyers in our graduation announcements to drive traffic to our website. With no experience in the employment

market, and no apparent way to put money in the bank in the next six months, we decided to put our limited resources in the other “top” sites.

Toplooks.com

Toplooks.com was to be a site where people could rate others looks. We spent a little time attempting to get national glamour photographers to promote the site to their customers but failed to gain any interest. After failing to see a need, market and revenue stream, we put this project on the back burner.

Toplinks.com

Another project that started to take off was Toplinks.com. The site catalogued educational websites and provided them as a study resource tool for students. In 1995, search engines were not as sophisticated as they are today. Our website identified the best sites within specific categories and offered a paragraph summary for each.

Yahoo did a great job categorizing websites and we thought their model applied on small niche markets like education would be valuable resources.



The site offered categories like, activism, career corner, creative impulse, educational focus, chats, explore, and discover. It was labor intensive but a valuable resource for students. We paid editors to provide a brief description of each site. In our business model, we were to generate enough traffic to sell advertising. After landing a few high profile advertisers like USA Today and Spry, we continued promoting the site but ultimately were unable to gain enough “eyeballs” to justify the continued investment.

One of my advertising deals with Spry landed me with two truckloads of materials. Spry was one of the first commercially available Internet connection software packages available for sale to the public. Their primary product was “Internet in a Box” that provided users with an Internet browser and a book on how to get around the Internet. When the company was sold to Compuserve in 1995 for \$100,000,000, I struck a deal to provide free advertising in exchange for three truckloads of marketing material that I intended to give away. Within a month I received truckload of books, on how to get on and get around the Internet, a truckload of videos teaching kids on how to participate on the Internet, and a truckload of CD cases.

We used the materials to give away at conferences and give away as prizes to attract customers.

Yearbooks Online Communities?

In the summer of 1996, I had an opportunity to make a presentation to the President of Taylor Publishing in Dallas, Texas, one of the largest yearbook printing companies in the world. I created a power point presentation that showed that the future of the yearbook would be online. The President was late for the meeting, and looked a bit disheveled as he entered the conference room. He explained that he recently had made a million dollar investment in digital printing equipment to print yearbooks faster, in color, and at less cost. However, he was having numerous production issues that were putting them behind their promised delivery schedules. Clients were complaining, sales representatives were taking a lot of heat, and it all rolled up to his office. It wasn't exactly the right time to make a presentation to him that focused on a theme that printed yearbooks were on their way out.

My presentation focused on providing each high school student, each athletic team and group, their own home page. Throughout the year, students, administrators and others would update the online community. (Our programming team felt they could modify the StudentAccess.com code to create this product).

When the presentation was complete, and the lights were turned back on, he looked me in the eye and said, "Don, how am I going to make money with this?" I told him each student would pay a yearly subscription fee and he could develop alternative revenue sources from sponsorship and advertising. It didn't resonate with him, and I realized when I left that his head was focused on getting his million dollar investment in digital printing working, not in the future of where yearbooks were going.

It only took that meeting for me to realize I needed to find another market for the Internet tools we were developing. We'd introduced and tried to enter a number of different markets to no avail. At this time, AOL was sending a CD every month to every home in America and growing by hundreds of thousands daily. It became apparent that AOL and others were bringing people together through online communities centered on their interests and hobbies. If the future of online communities rested in local, niche, private labeled communities, why not offer online communities to associations?



Alumni Associations & Print Directories

Excited about the success that AOL had as a "super online community," I envisioned that schools, non profits, and associations would also want to use Internet technology to better serve their constituents.

Having taken a couple of stabs at creating commercial online communities, based on advertising and sponsorship and facing a growing number of employees with limited

capital and no revenue coming in, we decided we needed to find organizations who would pay us to provide our services. That led us to schools and alumni associations.

Providing online communities to alumni associations seemed to be a natural move for us. For one thing, the software code we had developed for Toptown.com and StudentAccess.com could be modified to provide private password communities for each users association. For another, we already knew quite a few alumni directors.

Excited about the possibilities in this market, we started making phone calls, visiting alumni professionals, and sending out mountains of letters and flyers. At our first alumni conference, we received enough favorable responses that we decided educational associations would be a great niche to offer the online community tools we created for the student market.

In the early 1960's, college alumni associations offered alumni a printed directory that contained the contact and some personal information of everyone the college considered an alumni. Third party companies handled the gathering of new address information from users, as well as selling and fulfilling orders for the users print directory. The alumni association not only benefited from new data gathered, but they also received a share of the revenue generated.

My interactions and meetings with administrators helped give me a better understanding of their goals, strategies, and overall mission. As I saw it, my job at the time was to help them see how adopting an alumni online community would enable them to:

- Communicate more frequently at less cost.
- Decrease the time it took to get young users involved.
- Increase contributions.
- Increase participation in events and activities.
- Gather more data and address updates from users.
- Reduce mundane jobs like building lists, depositing checks, etc.

For those who adopted the program the first year, it didn't take long for alumni associations to prove that a relatively small investment in technology would provide these benefits and more!

Online Directory OR Online Community?

As we looked at how others were developing communities within their niche, we began to shift our product from simply being an online directory tool that allowed individuals to search for others, to an online community where they could interact with others, post content, and search on a variety of characteristics.

The next release of our software product enabled users to find others based on hobbies, interests, and location. A user could effortlessly find users in Akron, Ohio who liked to

play golf, were interested in photography or who enjoyed sports. It was designed to engage and connect alumni like never before. The concept was revolutionary for alumni associations.

Our focus groups and discussions with users helped us continue to innovate and improve the online community and user experience. Customer and client feedback lead to the development of:

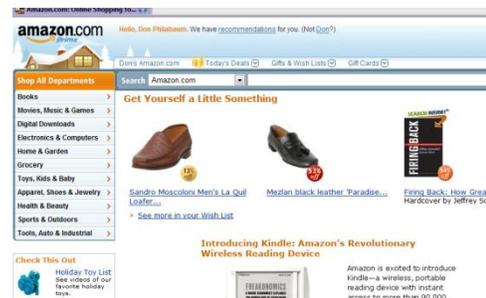
- Viral marketing tools to increase participation on the website.
- PUSH/Pull techniques to drive information to users and then back to the website.
- Social networking tools to connect users with each other.

As the users' online directory became more of an online community, users not only visited the community more frequently, but they expanded their relationships with each other and with the college.

Shopping Online Communities!

In 1999, at the height of the dot com boom, we introduced online community shopping malls that enabled our clients to earn a percent of every dollar their members spent at websites they referred to. We created private label shopping malls where users could shop online at websites like Amazon, J.Crew, CDNow and nearly 200 other online merchants. Depending on the merchant, our clients received an average of 5-10 percent of every dollar spent at their stores.

We developed a number of innovations in our product like allowing users to shop and browse with a friend. About 30 of our clients adopted this idea. However the number of alumni registered in their alumni online communities was too small and the project was abandoned three years later.



Summary

I spent a great deal of time sharing with you some of my involvement in the “pioneer days” of online communities. In reflection, we’ve gone through essentially three phases of online community development:

- The first phase started in the early 1980’s with online bulletin boards like The Well and ended with the development of the mosaic browser.
- The second phases began in 1993 with the development of web based online communities that used the mosaic browser like GeoCities, Tripod, and AOL. This period essentially ended with the dot com crash in April 2000.
- The third phase began in 2003 with the development of online communities like Friendster, Facebook, MySpace, and YouTube and the introduction of Web 2.0 tools.

In each phase, new technology was introduced that made it easier for users to participate in online communities. Each phase also changed the behavior of participants. Today’s online community participant is spending more time developing their virtual online relationships than they do their offline relationships. As they continue to focus online, their behavior is changing.

The phenomenal participation in both MySpace and Facebook should represent a wakeup call to you and your organization that online community has reached mainstream and the vast majority of the world is migrating to participate.

You need to be where your customers are at – online. A recent study by Strategy Analytics, Inc. indicates there are 360 million people participating in online communities in 2007 and suggests there will be over a billion people participating by 2012.

If you are a nonprofit, business, or governmental organization online communities offer a revolutionary way for you to stay connected.

Your Next Steps:

- 1) Pick up my book, *Internet Dough, Make More Money Marketing Online* to learn:
 - 12 Steps to create an Internet strategy
 - 10 ways social media and online community will benefit your organization
 - Dozens of examples on how you can use online community to increase sales and profits
- 2) Call us to help your organization:
 - Develop a comprehensive Internet strategy to acquire, retain, and engage customers.

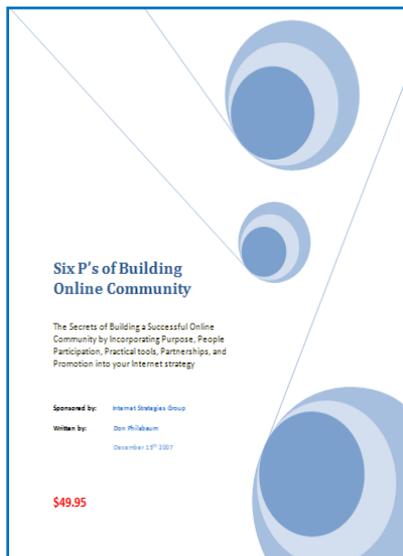
About Internet Strategies Group

The Internet Strategies Group helps groups and organizations understand how to use Web 2.0, Social Media and Online Community to acquire, retain, and engage customers. The company provides training and consulting services.

Don Philabaum is the founder and President/CEO of Internet Strategies Group, author, and has spoken at trade shows around the world since 1995 about the benefits of social networking. Referred to as one of the original pioneers of “online community,” Don will tell every business owner from a butcher to an undertaker they need to engage customers online!



don@internetstrategiesgroup.com



White Papers by Don Philabaum

1. Six P's of Successful Online Communities
2. Add LUCK to Your Online Community
3. Five Mistakes Online Community Builders Make
4. Create a NET-Centered Organization
5. Four Simple Social Media Tools for Your Small Business
6. 97 Strategies to Engage Your Customers
7. Facing UP to the Facebook/MySpace Generation
8. Policing in the 21st Century using the Internet
9. D.I.M.E (Distributor Internet Marketing Engagement)

Blogs by Don Philabaum

Wiredcommunities.com
Onlinecommunity.com

Biographical Information on Don Philabaum

Can be found at www.internetstrategiesgroup.com.

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www.internetstrategiesgroup.com

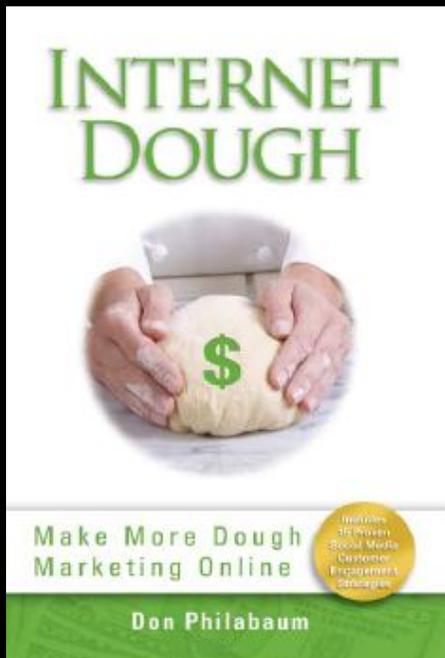
Get your copy of :

Internet Dough, Make More Dough Marketing Online - suggests all businesses from as small as a pizza shop to a Fortune 500 company need to adopt Web 2.0, social media, and online community tools in order to acquire, retain, and engage customers.

You will learn:

- 15 Successful Internet techniques to increase profits
- 7 ways to cut your advertising budget and increase sales
- 5 ways to retain and engage customers
- An easy to adopt plan to get your business on the Internet!

This book takes the mystery and confusion out of creating an Internet strategy. It offers a blue print your business can follow to create a repeatable, measurable, and predictable Internet strategy that generates new revenue and higher profits.



97 Strategies to Build Online Community is a significant workbook that provides your organization 97 different strategies to incorporate into your Internet strategy. This 200 plus page workbook provides hundreds of marketing stories that companies have successfully implemented using Web 2.0, social media, online community, and email marketing.

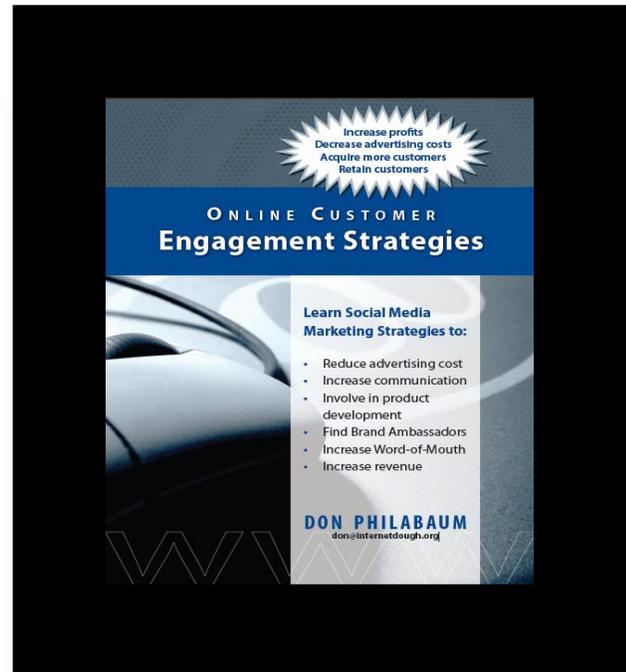
You will find this “bible” immensely valuable. Not only do we share what works, but you’ll learn what doesn’t work too. When you add all of this up, you get:

- Practical ideas you can implement
- Increase in profits, decrease in costs
- An Internet strategy that works for you!

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